

Smithfield Exit 95, I-95



We invite you to discover and explore our destinations along the I-95 and I-40 corridors in Johnston County, North Carolina.



Rural Food Movement

The First Food Hall on a Major Interstate

Remodeling is underway on the old JR Outlet building in Selma (Exit 97 off I-95) converting it into the Old North State Food Hall, slated to open this Summer. The food hall will include a full bar called the NC Craft House run by local brewery Double Barley, and will feature NC craft beer, cider, wine, and spirits! The food hall has already announced its first 3 vendors. The first of which is the Redneck BBQ Lab - a beloved local establishment owned and managed by Food Network's "Chopped" contender Jerry Stephenson. Other committed vendors include local coffee house Boulevard West and a regional burger restaurant called Barley & Burger. The food hall will be announcing 7 more vendors over the course of the next few months. The Old North State will be the nation's first roadside food hall, professionally curated and designed by two of the restaurant industry's best food hall consultants and designers, Phil Colicchio of Colicchio Consulting Group and Ed Eimer of Eimer Designs. Find more information at johnstoncountync.org.

Experience Art on a Plate

Food Trails, Farm Apps, and More

There are many ways to let your foodie flag fly in JoCo, like our BBQ Trail Map - a compilation of all the local BBQ joints. The trail helps visitors explore the best that eastern-style NC BBQ has to offer! Looking for a way to explore beyond the table and to the farm? There are now over 60 Johnston County agribusinesses and events listed on the new Visit NC Farms App, an initiative from the NC Department of Agriculture & Consumer Services. Johnston County listings include farms, u-pick operations, restaurants sourcing from local farms, and even farms wedding venues! Previous visitors to JoCo might recognize Double Barley (mentioned above in conjunction with the new food hall) as a stop along the Beer, Wine, and Shine Trail, which just added 2 more stops - Instill Distilling in Clayton and Fainting Goat Brewery in Benson. Also along the trail is Broadslab Distillery, opened by Jeremy Norris, a 5th generation moonshiner, in 2015. And speaking of "more", thanks to new legislation, Broadslab can now sell an unlimited number of bottles to customers on-site when you visit the distillery. For more information visit johnstoncountync.org/agritourism.





Don't Wait Til Disney

Grab a Dole Whip off I-95 in NC

Offering pulled pork, brisket, turkey, ribs, and chicken, as well as true BBQ sides like slow-cooked baked beans, green beans, collards, jalapeño mac and cheese, and slaw, the Redneck BBQ Lab is a regionally famous foodie destination in Eastern North Carolina. It's owned and operated by local **Jerry Stephenson who competed in the 2018 season of "Chopped: GrillMasters" on Food Network.** His skills as a BBQ master are well known and the Benson-based restaurant serving-up his award-winning 'que continues to grow. But there's something new on the menu these days. Dole Whips! Known internationally as a delicious and refreshing treat exclusive to Disney parks, Dole Whips can now be found at Exit 319 off I-40, just a few miles from where it meets I-95 in NC. Now, families traveling through NC to Disney World can enjoy a Dole Whip on the way... before you even get to Florida. Stop in at the Redneck BBQ Lab and enjoy a pineapple, strawberry, or combined swirl version of this famous, frozen concoction. For more information visit theredneckbbqlab.com.

3 Can't-Miss JoCo Trails

Ava Gardner Heritage Trail - See where this local star and Hollywood legend was born, where she grew up, attended dances, and key landmarks associated with her family in JoCo. And don't miss the museum dedicated to her life and career in Downtown Smithfield.

Antiques Shopping Trail - For a great weekend activity, why not travel along the JoCo Antiques Trail for collectibles, traditional southern antiques, and your next DIY project. You will also find several stores selling chalk paint and holding "how to" classes.

Clayton Sculpture Trail - Sculptures are showcased annually in this free, self-guided trail, aimed at enhancing the downtown. It's like a large outdoor art museum and many of the sculptures are centralized in the downtown area, within a half a mile radius, which makes the trail very walk-able.



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